User Manual

Administrator's guide for creating and managing an affiliate program of any scale

using

VM Affiliate 4.5

The powerful and fully integrated affiliate program extension for Joomla!™ & VirtueMart

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Product Overview

VM Affiliate is a complete and powerful affiliate tracking software, developed specifically for the Joomla! ™ CMS and its popular e-commerce component, VirtueMart.

Affiliate tracking software, also known as affiliate program software, is software which provides the tools and technology to create, manage and track an affiliate program/network, within a unique yet successful type of marketing called affiliate marketing.

As described by Wikipedia, affiliate marketing is a marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's own marketing efforts.

Thus, VM Affiliate provides these tools and technology required to create, manage and track an affiliate program, from scratch, with no hassle, providing that e-commerce activities are powered by VirtueMart.

Basically, installation and configuration takes less than 5 minutes. At the end of this simple process, your affiliate program has been deployed. Affiliates can then already bump into your affiliate program's offerings, sign up for it, and start advertising your products.

VM Affiliate integrates seamlessly with VirtueMart, acknowledges and uses its settings, blends within its administration, as well as website's layout, automates many tasks, and, best of all, it achieves everything without interfering in any way with VirtueMart processes or files.

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Integration Benefits

Unlike other standard, stand-alone affiliate tracking software, VM Affiliate takes full advantage of its integration with the shopping cart, namely VirtueMart. This integration provides VM Affiliate with precious knowledge that enables it to grab the wheel and automatically operate and maintain the affiliate program, relieving you of this effort.

It starts saving your time from configuration, since it detects many of your CMS's and shopping cart's preferences, such as database connection, currency settings, and so forth. Thus, VM Affiliate blends perfectly in your website and shopping cart environment, becoming an essential part of it.

Regular affiliate tracking software requires you to manually verify order's statuses, determine its validity, and approve/disapprove commissions issued to affiliates. This is one of many things that VM Affiliate does automatically for you.

It automatically tracks visits and orders referred by your affiliates. It automatically credits the corresponding affiliates with the corresponding commissions, if the referred order has been confirmed. Should the order be cancelled or refunded at any time, VM Affiliate will, as well, remove the associated commissions from the affiliate's balance.

VM Affiliate automatically generates advertising material from your store's product and categories, and of course, it automatically attaches the required tracking code to all the advertising material.

Integration also frees you of the need to insert custom tracking code in your page, or go through any kind of hassle for that matter. VM Affiliate automatically installs and enables a smart tracking plugin which tracks – but does not touch – VirtueMart orders.

Other nice features, such as offline tracking using discount coupons, and many others, would also not be possible without this integration between VM Affiliate and VirtueMart.

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How It Works

First of all, affiliate marketing allows you increase your sales potential, by letting third-parties a.k.a. affiliates, promote your products. They can e-mail their friends, write blog posts, place ads on their websites, even promote them by word of mouth.

Affiliate marketing has better results, and is more profitable than regular advertising. Probably the biggest benefit is that you can pay commissions only for confirmed orders; in other words, you pay for results.

The process is simple:

- Users visit your website
- They see you have an affiliate program available on your website
- They realize they have a website, or many friends, or otherwise know they can properly promote your products
- They find your offer attractive (the commissions you offer are reasonable)
- They decide to sign up for the affiliate program and promote your products
- Doing so, grants them access to their affiliate panel
- In the affiliate panel, they find advertising material which they easily place on their websites
- Visitors come to their websites, and click on the advertisements
- They land on your website, and VM Affiliate takes note of the fact they have been referred, by placing a cookie in the visitor's browser
- The visitor purchases a product, either then or any time in the future
- VM Affiliate detects that the customer has been referred by an affiliate, and, when the order is confirmed, credits the affiliate the corresponding commission that was agreed upon

Please note that the time interval since the user's last visit through an affiliate link, to the moment their purchase can be tracked is defined by the lifetime of the cookie, which can be set in VM Affiliate's configuration. It defaults to 1 year.

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Feature List

1. ***Online tracking*** – VM Affiliate automatically detects the affiliate ID from incoming links, and tracks incoming visits;
2. ***Offline tracking*** – VM Affiliate supports tracking of users referred through offline advertising efforts, such as printed material. The user can type the username of the referrer, or select his name from a list;
3. ***Coupon-based tracking*** – Your affiliates' usernames can become discount coupon codes which can be tracked. Thus, an affiliate can hand out the coupon to a person, which gains a discount, while the affiliate earns a commission;
4. ***Multi-tier tracking*** – Commonly referred to as MLM – Multi-Level Marketing, this enables your affiliates to refer other affiliates, which leads to more marketing, thus greater profits, for both the merchant and the affiliate! VM Affiliate can track and commission up to 5 tier/levels.
5. ***Automatic commissioning*** – VM Affiliate automatically assigns the corresponding commissions to the corresponding affiliates, only if the order is finalized (confirmed or shipped). Likewise, if a commission is given to the affiliate, but then the order is cancelled, the commission will be deducted from the affiliate's balance;
6. ***Affiliate Panel*** – VM Affiliate provides a complete user panel for affiliates, where they can see their earnings, visits, orders, have access to advertising material, monitor their referred traffic, conduct an e-mail campaign, or update their personal information;
7. ***Affiliate Management*** – Goes without saying that you have full control over your affiliates. You can add, remove, edit, enable or disable them, and edit their preferences;
8. ***Advertising Material*** – VM Affiliate allows you to upload banners (either images, animated GIFs or flash SWF files), create text ads (either normal text or HTML), or manage the automatically generated product and category ads;
9. ***Affiliate Program Configuration*** – Without any bloated settings, you can specify key preferences of your affiliate program, regarding tracking, registration, payments, and so on;
10. ***Default Terms & Conditions*** – Don't feel like writing a huge terms & conditions text? Don't worry! VM Affiliate provides such a text by default, automatically customized using your site's name and address. So you can just review it and make sure it meets your needs;
11. ***Payout Method Management*** – You can add or modify existing payment methods that you like to offer to your affiliates. You can pay them by PayPal (semi-automatic), Check, Bank Transfer, or you can easily add your own payout methods, or edit existing ones;
12. ***Logs & Statistics*** – Easily monitor, review and filter through traffic, sales, payments, or affiliate program's performance. VM Affiliate logs and provides access to all this information;
13. ***MVC Framework*** – Following Joomla!™'s development standards, VM Affiliate uses the MVC architecture for the frontend Affiliate Panel, which enables you to easily modify the layout of your affiliates' panel, and preserve this layout, even if you update VM Affiliate in the future;
14. ***Multi-language*** – At the moment, VM Affiliate is available in 14 languages. Need another? VM Affiliate uses standard INI files, which are very easily translatable. Only 300 lines, or 1330 words;

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What's New

You have just upgraded from version 4.0, and want to know what's new? Here we lay it out for you.

The most important changes are in the fields of stability, performance and reliability. However, VM Affiliate 4.5 does also deliver new and tangible changes.

Without further ado, these are, basically, the changes:

- Completely re-written and re-thought, from scratch;
- Dozens of bugs were fixed, or better put, not "implemented" again;
- MVC architecture for the frontend – Affiliate Panel – allowing for easy layout modification and template overrides;
- Installation package is compatible with Joomla!™'s standard installer, and automatically upgrades 4.0 installations, with no data loss;
- Following Joomla!™'s standards, language files are now INI files, placed in Joomla!™'s standard language folder;
- The frontend now validates against the W3C XHTML Strict standards, including the generated advertising material;
- Absolutely no VirtueMart core "hacking". VM Affiliate 4.5 uses smart techniques for all the tracking and integration needs without modifying a single VirtueMart file;
- Completely reliable tracking using a smart tracking plugin. No more custom code is required in payments' configuration;
- New layout, using new icons, for both the frontend, and backend;
- Offline tracking support – one of the most important new features is offline tracking, which enables your users to either type the affiliate's username, or select him from a list of names
- Coupon-based tracking – additionally, a long time requested feature, which is another type of offline tracking, allows your affiliates to hand out coupons, which provide a discount for the customer, and a commission for the affiliate;
- Product Ads now display prices including taxes, if VirtueMart also does;
- Product Ads now display the discounted prices, the way VirtueMart does;
- Commissions are now calculated after the discount has been deducted from the order subtotal;
- The E-mail Campaign feature, in the frontend, now supports HTML content, so affiliates can place actual banners in the message;
- The E-mail Affiliates feature, in the backend, now supports HTML content;
- The Text Ads now support HTML content;
- Support for GIF, animated GIF, and SWF (Flash) banners;
- Banners have been moved to a frontend folder, thus not interfering anymore with password-protected administrator folders;
- On new installations, a standard Terms & Conditions text is provided, automatically customized with your website's name and address;

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- When multiple product ads exist, specifically more than 100, the product ads page will group products by category;
- Product and Category Ads can be published/unpublished in bulk;
- The Traffic, Sales, and Payments pages, in both the frontend and the backend, contain multiple filters which can be used to narrow down specific information;
- All advertising material is now previewed in modal boxes;
- A new button is added to VirtueMart's administration control panel, which links to the affiliate program management;

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Installation

The installation of VM Affiliate 4.5 is trivial, and is just a couple of clicks away, VM Affiliate's installation package being completely compatible with Joomla!™'s standard installer.

These simple steps will guide you throughout the very simple installation process:

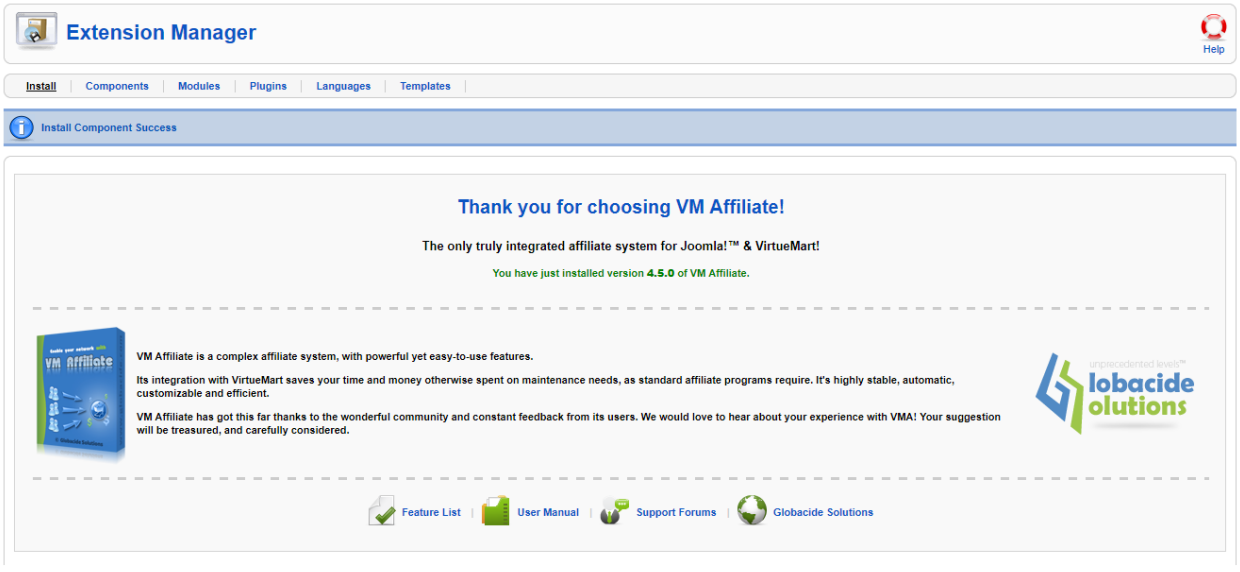
1. Open up your ***Joomla! ™ backend***;
2. Choose ***Install/Uninstall*** from the ***Extensions*** menu;
3. On the *Upload Package File* field, click on the ***Browse*** button;
4. Browse through your operating system's file structure and select your ***VM Affiliate 4.5*** package;
5. Push the ***Upload File & Install*** button.

In a couple of seconds you should see a confirmation message letting you know the installation was successful!

That's it! You can go configure your affiliate program preferences now!

At this point VM Affiliate's installation package has installed the backend (administration section), the frontend (the affiliates' control panel), the language file (based on available translations that match your site's language), the tracking plugin (which tracks visits and orders), and a new menu link in your main menu, which links to the Affiliate Program page.

Please note that if you are a VM Affiliate 4.0 user, and want to upgrade, the exact same steps above apply to the upgrade process as well. The VM Affiliate 4.5 installation package will automatically detect the old files and data, and will seamlessly migrate your VM Affiliate 4.0 installation to version 4.5. It is advisable to create a full backup of your website before upgrading, though.


Extension Manager
Help
Install
Components
Modules
Plugins
Languages
Templates
Install Component Success
Thank you for choosing VM Affiliate!
The only truly integrated affiliate system for Joomla!™ & VirtueMart!
You have just installed version 4.5.0 of VM Affiliate.
VM Affiliate is a complex affiliate system, with powerful yet easy-to-use features.
Its integration with VirtueMart saves your time and money otherwise spent on maintenance needs, as standard affiliate programs require. It's highly stable, automatic, customizable and efficient.
VM Affiliate has got this far thanks to the wonderful community and constant feedback from its users. We would love to hear about your experience with VMA! Your suggestion will be treasured, and carefully considered.
Feature List
User Manual
Support Forums
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Configuration

VM Affiliate's configuration settings are found in the ***Joomla!™ backend*** -> ***Components*** -> ***VirtueMart*** -> ***Affiliates*** -> ***Configuration***.

You can set various parameters for your affiliate program. The settings are grouped in 3 tabs: *General*, *Tracking* and *Affiliate Program Terms*. The *General* tab holds Registration and Payout Settings, the *Tracking* tab holds settings for Online, Offline, and Multi-tier tracking features, and the *Affiliate Program Terms* tab enables you to manage your affiliate program's terms & conditions.

Let's review these settings one by one.

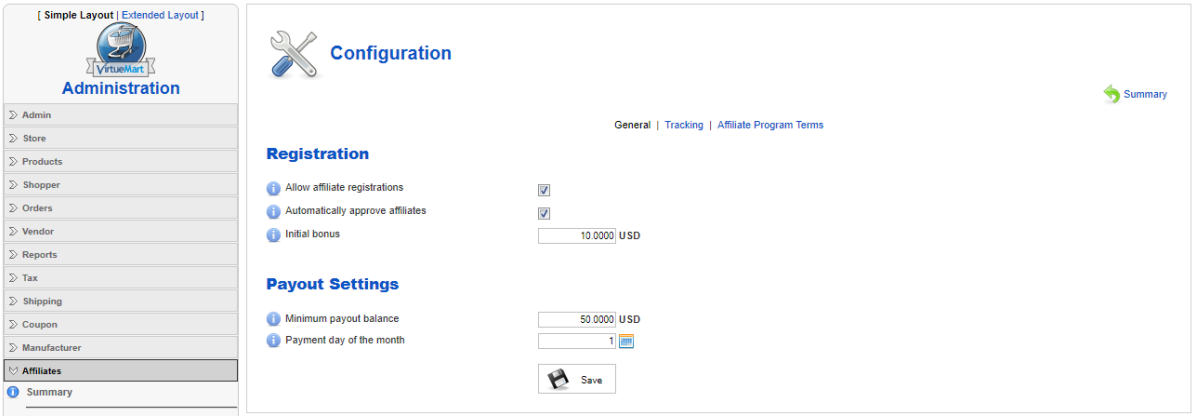
General Settings

Registration

- Checking the ***Allow affiliate registrations*** checkbox enables free sign-up to your affiliate program. Enable this if you wish that everyone could be able apply to your affiliate program. Disable it if you wish to manually add specific affiliates from the backend.
- Checking the ***Automatically approve affiliates*** checkbox makes sure everyone is automatically approved, after sign-up. This way, they can instantly access their Affiliate Panels, and start promoting your site. Disable it if you wish to review affiliate applications prior to approving them.
- The ***Initial bonus*** text box allows you to specify an initial commission balance, that affiliates will start with, when they sign up for the affiliate program. This is a common and efficient way to attract affiliates to your affiliate program.

Payout Settings

- The ***Minimum payout balance*** specifies the commission balance the affiliate is required to have, each month, in order to be eligible for a payment.
- The ***Payment day of the month*** is, as the name suggests, the day of the month on which you wish to issue the actual payments to your affiliates. Use the attached calendar to set it.



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Tracking Settings

Online

- Select from the ***Track which referrer*** list who do you wish to track and credit, in the event the customer was referred by more than one affiliate. You can credit the first referring affiliate, or the last one.
- The ***Link feed string*** text box allows you to set the URL parameter that will be used for holding the affiliate's ID, in the referral links. The default is *aff_id*. You can set it to whatever you wish, except, of course, parameter names already used by your website.
- You can set, in the ***Referral cookie lifetime*** text box, the time, in seconds, you wish the tracking cookie to last. In other words, how long do you wish to commission the referring affiliate, for a customer's purchases, from the last time he referred him. This defaults to 1 year.

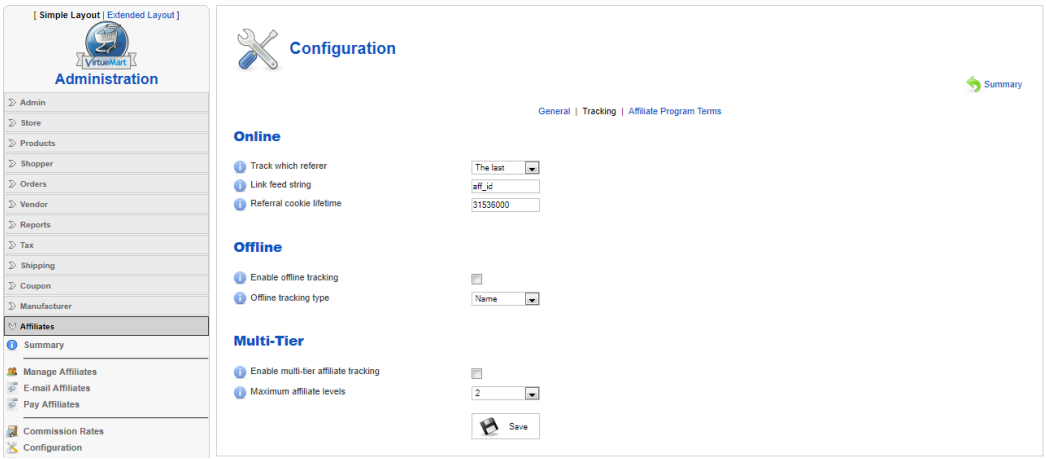
Offline

- Use the ***Enable offline tracking*** checkbox to enable or disable offline tracking features.
- The ***Offline tracking type*** specifies the behavior of the offline tracking feature. The *Username* and *Name* options provide additional fields to the registration form of customers. This way, when customers register in the shop, they can either type in the affiliate's username in a text box, or select his name from a list. An additional type is *Discount Coupon*. This option allows your affiliates to hand out their usernames as regular coupons, which, at the same time, will grant the customer a certain discount, and the affiliate – a commission. The discount amount can be set on the *Commission Rates* page, either general or on a per-affiliate basis.

Please note that offline tracking using discount coupons requires the *Enable coupon usage* setting in VirtueMart to be on.

Multi-tier

- The ***Enable multi-tier affiliate tracking*** checkbox allows you to enable or disable the Multi-Level Marketing features of VM Affiliate.
- Select the maximum tier level you wish to track and commission, from the ***Maximum affiliate levels*** list. VM Affiliate supports up to 5 levels, including the top level.



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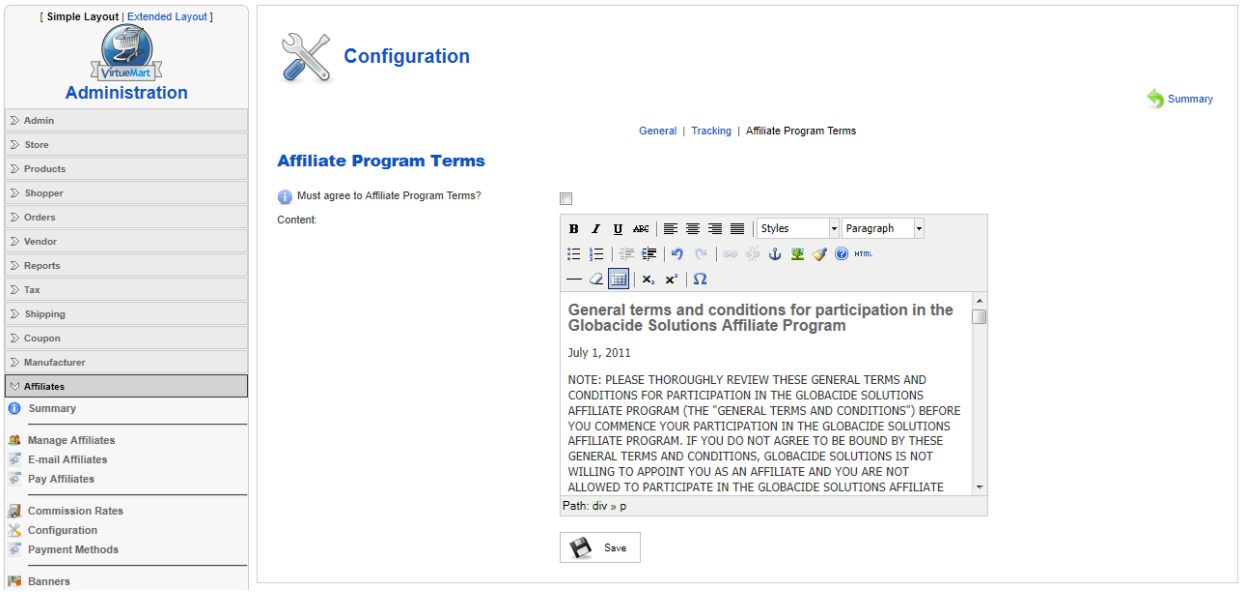
Affiliate Program Terms

This tab holds the Affiliate Program Terms & Conditions.

Enabling this feature, by checking the ***Must agree to Affiliate Program Terms?*** checkbox, places a link on the Affiliate Program registration page which displays the Affiliate Program Terms text in a modal box, along with a checkbox, that the user has to check in order to accept them and be able to sign up to the affiliate program.

The ***Content*** text area enables you to write or edit the Affiliate Program Terms text. VM Affiliate 4.5 provides such a text by default, customized using your website's name and address, for your convenience. You can just review it, and eventually adjust it to your needs.


[Simple Layout | Extended Layout]
Administration
Admin
Store
Products
Shopper
Orders
Vendor
Reports
Tax
Shipping
Coupon
Manufacturer
Affiliates
Summary
Manage Affiliates
E-mail Affiliates
Pay Affiliates
Commission Rates
Configuration
Payment Methods
Banners
Configuration
Summary
General | Tracking | Affiliate Program Terms
Affiliate Program Terms
Must agree to Affiliate Program Terms?
Content:
Styles
Paragraph
General terms and conditions for participation in the Globacide Solutions Affiliate Program
July 1, 2011
NOTE: PLEASE THOROUGHLY REVIEW THESE GENERAL TERMS AND CONDITIONS FOR PARTICIPATION IN THE GLOBACIDE SOLUTIONS AFFILIATE PROGRAM (THE "GENERAL TERMS AND CONDITIONS") BEFORE YOU COMMENCE YOUR PARTICIPATION IN THE GLOBACIDE SOLUTIONS AFFILIATE PROGRAM. IF YOU DO NOT AGREE TO BE BOUND BY THESE GENERAL TERMS AND CONDITIONS, GLOBACIDE SOLUTIONS IS NOT WILLING TO APPOINT YOU AS AN AFFILIATE AND YOU ARE NOT ALLOWED TO PARTICIPATE IN THE GLOBACIDE SOLUTIONS AFFILIATE
Path: div » p
Save

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Commission Rates

Commission rates represent the value of the rewards you offer your affiliates, in exchange for their marketing efforts and results.

Commission rates can be accessed in two different manners, depending on the type of commission rates you wish to set.

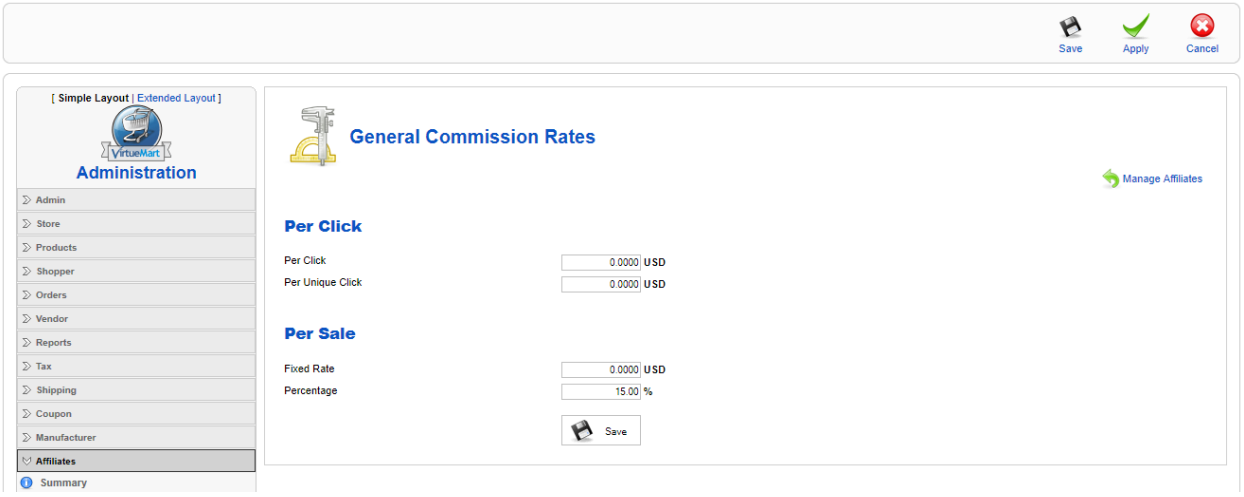
The General Commission Rates page is found in the ***Joomla!™ backend*** -> ***Components*** -> ***VirtueMart*** -> ***Affiliates*** -> ***Commission Rates***.

This page allows you to set general commission rates, which apply to all affiliates by default.

Regardless of other settings, you always have four types of commissions you can award your affiliates:

- ***Per Click*** – a commission that is given for each visit brought by an affiliate through a referral link, regardless of whether this specific visitor was previously referred or not;
- ***Per Unique Click*** – a commission that is given only for different (unique) visitors;
- ***Per Sale – Fixed Rate*** – a commission that is awarded for each confirmed sale brought by an affiliate, regardless of its value;
- ***Per Sale – Percentage*** – a commission that is awarded for each confirmed sale brought by an affiliate, based on this sale's value; this is the most commonly used rewarding option used in today's affiliate marketing business; the higher the sale's amount is, the higher the commission earned by the affiliate.

You can combine these commissions as you see fit, and award any or all of them.



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Additional options may be available on the commission rates page, depending on your affiliate program's settings.

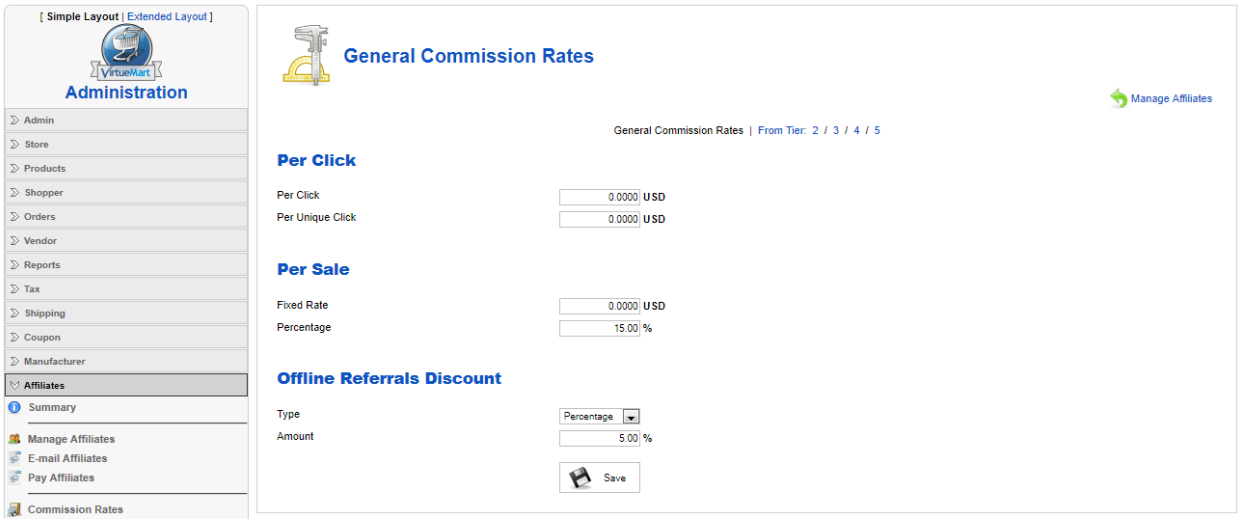
If ***Multi-Tier Tracking*** is enabled, you are able to set the commissions that affiliates who refer other affiliates earn from these referred affiliates' sales. For example, if affiliate A refers affiliate B to the affiliate program, affiliate B becomes a level 2 affiliate for affiliate A. If affiliate B refers another affiliate to the affiliate program, called affiliate C, this new affiliate becomes a level 2 affiliate for affiliate B, and a level 3 affiliate for affiliate A.

Thus, on the General Commission Rates page you can set how much do top affiliates earn from their sub-level affiliates.

Please note that the commission rates earned from sub-level affiliates are, like general commission rates, calculated directly on the order's value. For example, if an order's value is $100, and this order was referred by a level 2 affiliate for another affiliate, and the commission rates are set to 3% from the 2nd tier, the top affiliate will earn $3.

If ***Offline Tracking based on Discount Coupons*** is used, you can set the discount that the customers will receive, if they are referred by an affiliate using discount coupons.

You can set the type of the discount (*Fixed* or *Percentage*) and the amount, just like you would for a standard coupon in VirtueMart.



The second way of setting commission rates, is if you wish to assign different commission rates for specific affiliates. To do so, you need to access the ***Joomla!™ backend*** -> ***Components*** -> ***VirtueMart*** -> ***Affiliates*** -> ***Manage Affiliates***, then click on the icon in the ***Rates*** column, that corresponds to the affiliate for which you wish to set the different commission rates.

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Payment Methods

VM Affiliate provides you the ability to manage the payout methods you wish to offer to your affiliates.

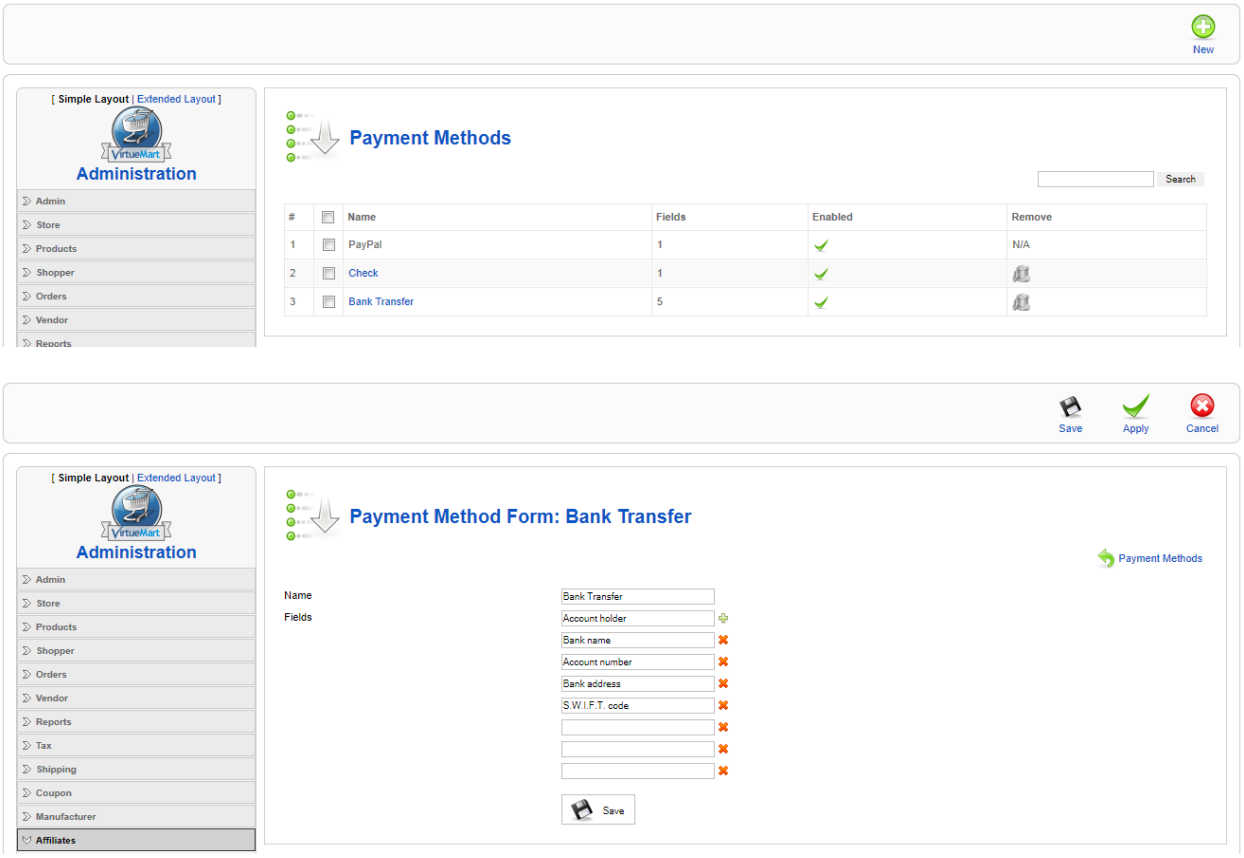
You can define and mange payment methods by accessing the ***Joomla!™ backend*** -> ***Components*** -> ***VirtueMart*** -> ***Affiliates*** -> ***Payment Methods***.

VM Affiliate provides, by default, 3 payout methods: ***PayPal***, ***Check*** and ***Bank Transfer***.

You can add, edit, remove, enable or disable payout methods.

On the ***Payment Method Form***, you are able to easily define an unlimited number of fields that affiliates can fill in, in order to provide the information required for you to pay them.

Please note that the ***PayPal*** payment method cannot be edited or removed, since it is a semi-automatic payment method. It can only be enabled or disabled.



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Managing Affiliates

The ***Manage Affiliates*** page is the heart of the affiliate program, after this has been deployed.

It allows you to manage your affiliates, by adding, editing, enabling, disabling, removing, paying, filtering them, as well as changing their preferences, commission rates, or merely monitoring their results.

This page can be accessed through the ***Joomla!™ backend*** -> ***Components*** -> ***VirtueMart*** -> ***Affiliates*** -> ***Manage Affiliates***.

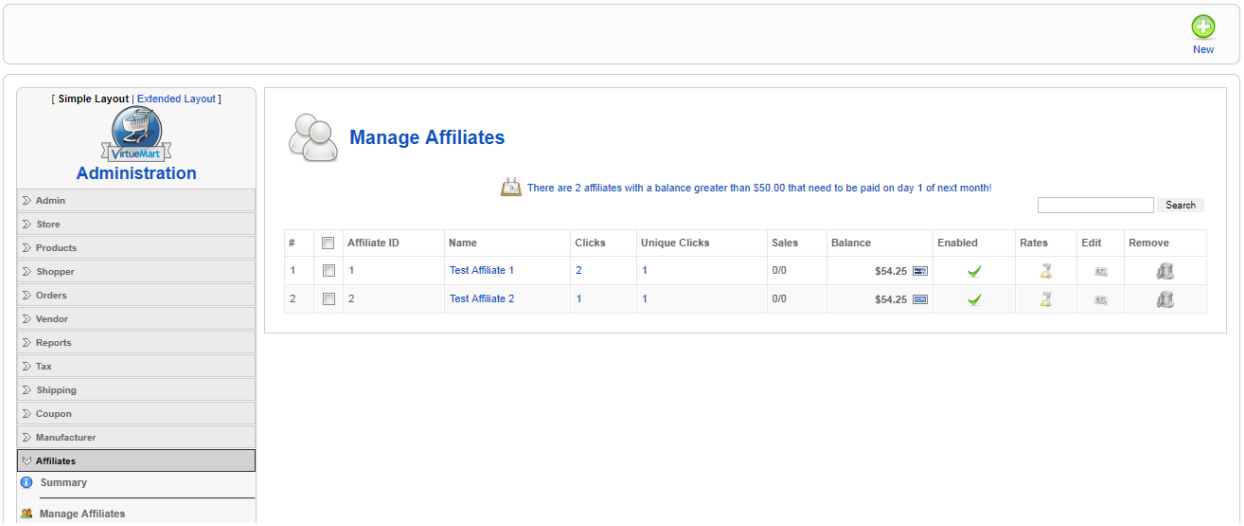
The list provides comprehensive and essential information, at a glance, such as the affiliates' IDs, names, clicks or sales count, and commission balance.

Clicking an affiliate's name will lead you to this affiliate's detailed information page, which displays all the information VM Affiliate has on this affiliate.

The other buttons on the ***Manage Affiliates*** page are self-explanatory: the ***Edit*** button will lead you to the details form of the affiliate; the ***Rates*** button will lead you to the affiliate's commission rates form; and the ***New*** button from the top toolbar will allow you to add a new affiliate.

Additionally, if there are any affiliates that have surpassed the set minimum payout balance, a message will be displayed, above the affiliates list, letting you know the number of affiliates that need to be paid, and when. Clicking this message takes you to the ***Pay Affiliates*** page, which displays the full list of affiliates that need to be paid on the agreed payout date. You can manually reach this page by accessing the ***Joomla!™ backend*** -> ***Components*** -> ***VirtueMart*** -> ***Affiliates*** -> ***Pay Affiliates***.

For affiliates that need to be paid, quick payment icons will appear on the ***Manage Affiliates*** page, directly in their *Balance* field, which enable you to quickly get to that affiliate's payment page. The payment icons vary in appearance, depending on the affiliate's preferred payout method.


New
[Simple Layout | Extended Layout]
Administration
Admin
Store
Products
Shopper
Orders
Vendor
Reports
Tax
Shipping
Coupon
Manufacturer
Affiliates
Summary
Manage Affiliates
Manage Affiliates
There are 2 affiliates with a balance greater than $50.00 that need to be paid on day 1 of next month!
Search
| Affiliate ID | Name | Clicks | Unique Clicks | Sales | Balance | Enabled | Rates | Edit | Remove
1 | 1 | Test Affiliate 1 | 2 | 1 | 0/0 | $54.25
2 | 2 | Test Affiliate 2 | 1 | 1 | 0/0 | $54.25

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Paying Affiliates

The only recurring maintenance task you are required to perform, when running an affiliate program powered by VM Affiliate, is paying your affiliates their earned commissions, on the specified payout date.

The ***Manage Affiliates*** page will automatically let you know of affiliates that need to be paid, and provide quick links for doing so, or you can manually access the ***Pay Affiliates*** page, by navigating to the ***Joomla!™ backend*** -> ***Components*** -> ***VirtueMart*** -> ***Affiliates*** -> ***Pay Affiliates***.

This page lists all of your affiliates that need to be paid, and provides links for doing so. Depending on the payout methods you offer, and your affiliates' preferences, you may pay your affiliates in different ways.

[Simple Layout | Extended Layout]
Administration
Admin
Store
Products
Shopper
Orders
Vendor
Reports
Tax
Pay Affiliates
Manage Affiliates
Search
| Affiliate ID | Name | Clicks | Unique Clicks | Sales | Payment Method | Balance | Pay
1 | 1 | Test Affiliate 1 | 345 | 156 | 5/5 | PayPal | $54.25
2 | 2 | Test Affiliate 2 | 523 | 130 | 4/4 | Check | $32.45

The ***PayPal payout method is semi-automatic***, meaning that all you have to do is click the payment button, type the login credentials on the PayPal page, and confirm the transaction. If the payment is successful, VM Affiliate automatically redeems the affiliate's commissions.

All ***other payout methods are manual***, meaning that you have to manually issue the payment (e.g.: send out a check, initiate a bank transfer). After you've made the payment you are required to click a *Mark as Paid* button, so that VM Affiliate acknowledges you have successfully completed the payment, and thus redeems the affiliate's commissions.

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E-mailing Affiliates

One feature you may occasionally find the need for is the ***E-mail Affiliates*** page.

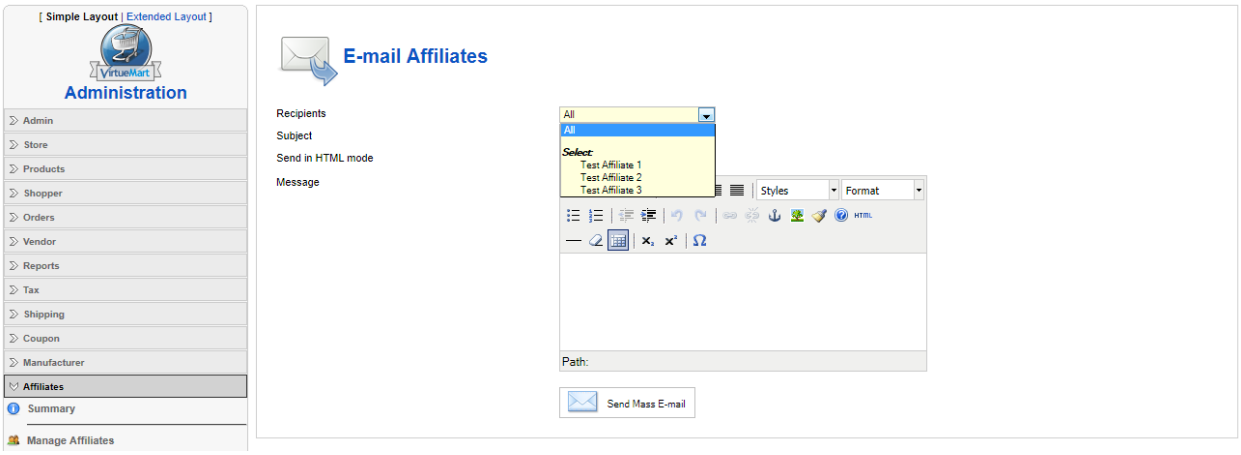
You can access it by navigating to the ***Joomla!™ backend*** -> ***Components*** -> ***VirtueMart*** -> ***Affiliates*** -> ***E-mail Affiliates***.

This page, as the name suggests, allows you to quickly and conveniently e-mail your affiliates.

You can either mass e-mail all of your affiliates, at once, or you can e-mail a specific affiliate.

To e-mail all of them, you need to choose the ***All*** option, from the ***Recipients*** list. Otherwise, you can select a specific affiliate from the list, to send the e-mail to.

The message content can be regular text, or rich text through the use of HTML and a WYSIWYG editor. To send the message as HTML, and enable the editor, you need to check the ***Send in HTML mode*** checkbox. This will switch the normal text area into a rich editor, if you have enabled one in your Joomla!™ administration.



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Advertising Material

Advertising material represents personalized images and text, with attached referral links, which your affiliates can use to promote your website.

VM Affiliate automatically provides such material by default, creating ads from all of your shop's published products and categories, which have images attached to them.

Thus, adding additional advertising material becomes optional. It is, however, a good practice to do so.

In addition to the automatically generated ***Product Ads*** and ***Category Ads***, you can add ***Banners*** and ***Text Ads***.

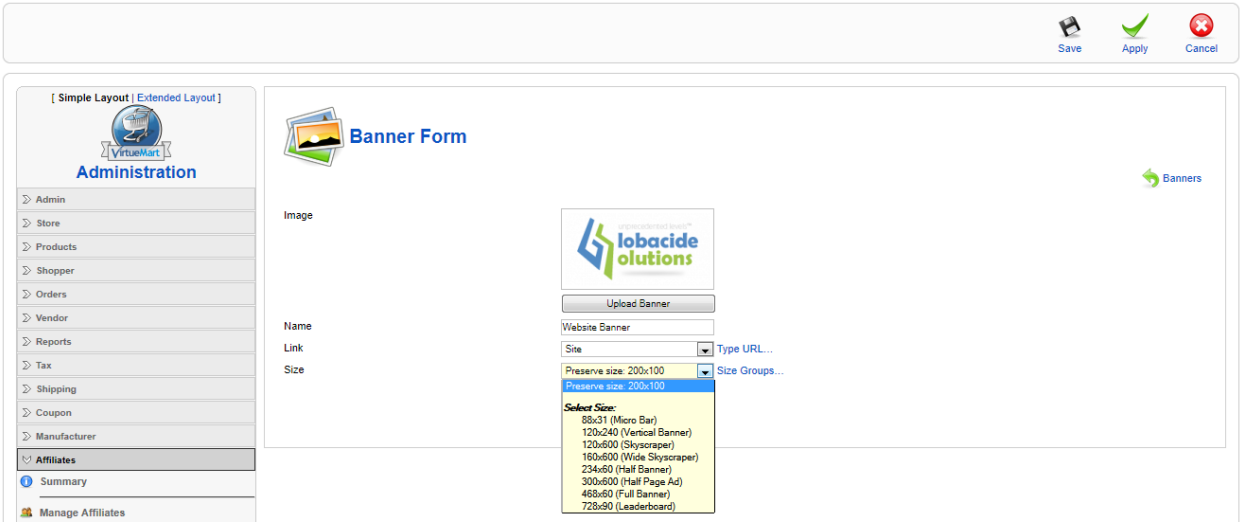
Banners

Managing banners is done by accessing the ***Joomla!™ backend*** -> ***Components*** -> ***VirtueMart*** -> ***Affiliates*** -> ***Banners***. To add a new Banner, you need to click the ***New*** button from the top toolbar. This will lead you to the ***Banner Form***.

The first step of adding a banner is uploading a banner image, by clicking the ***Upload Banner*** button. You need to browse your file system, and locate the file you wish to upload. Accepted types are: *JPG*/*JPEG*, *PNG*, *GIF* (either static or animated), or *SWF* (Shockwave Flash) files.

Then you need to specify a name, and choose what to link the banner to. You can link it directly to your website, the shop's front page, a product, a category, a menu item, or manually type in a custom URL.

Finally, you can adjust the banner's size. You can choose to preserve the banner image original size, or select a size group from the list, to resize the banner image accordingly. You can manage Size Groups directly on the form, in an interactive modal box, by clicking the ***Size Groups…*** link next to the size list.



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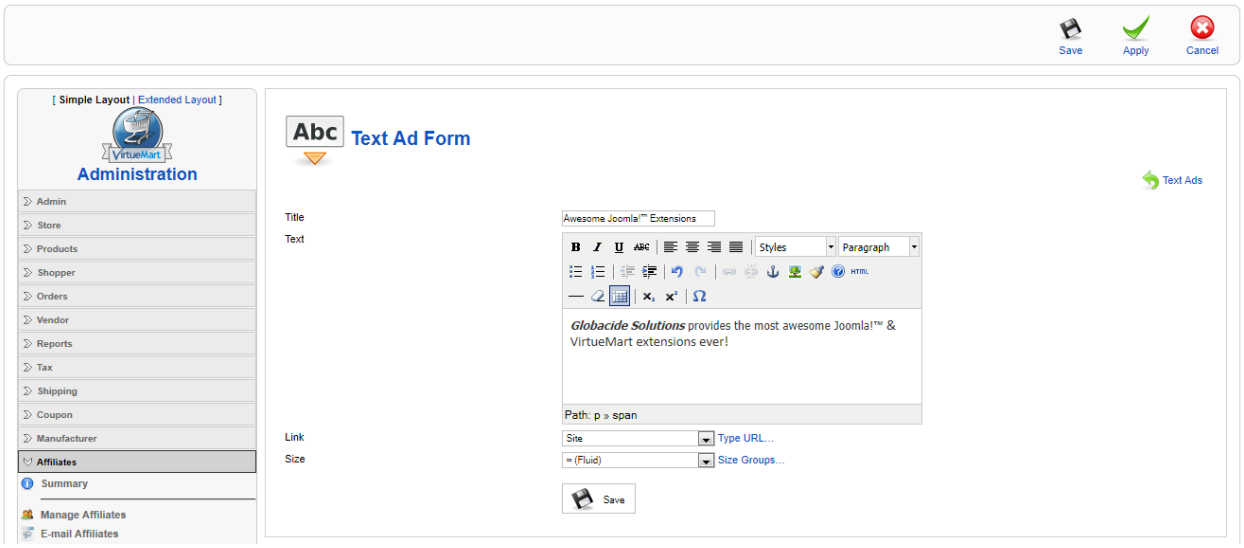
Text Ads

The second type of advertising material that you can offer your affiliates is ***Text Ads***.

The ***Text Ads*** page is found in the ***Joomla!™ backend*** -> ***Components*** -> ***VirtueMart*** -> ***Affiliates*** -> ***Text Ads***.

The text ads creation process is very similar to the banners'.

You need to specify a ***title***, some ***text*** content (can be HTML), what to ***link*** it to, and its ***size*** (can be fluid).



Product & Category Ads

As previously explained, ***Product Ads*** & ***Category Ads*** are automatically generated and maintained by VM Affiliate.

You may, however, wish to disable any or all of them. You can do so on the ***Product Ads*** & ***Category Ads*** pages, located in the ***Joomla!™ backend*** -> ***Components*** -> ***VirtueMart*** -> ***Affiliates*** -> ***Product Ads*** / ***Category Ads***.

These pages allow you to publish and unpublish product ads and category ads.

You can publish and unpublish multiple ads at once, by checking the corresponding checkboxes, then clicking the ***Publish*** or ***Unpublish*** links, above the list.

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Logs & Statistics

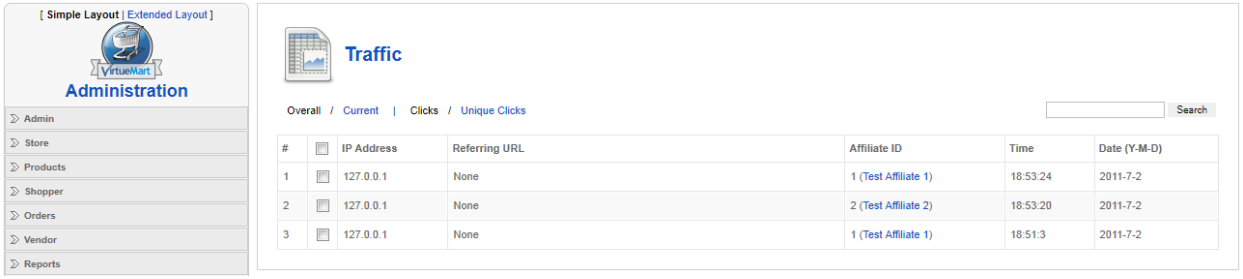
VM Affiliate provides you with complete information on all the important aspects of your affiliate program.

You can see the referred ***Traffic***, referred ***Sales***, and ***Payments*** issued to your affiliates.

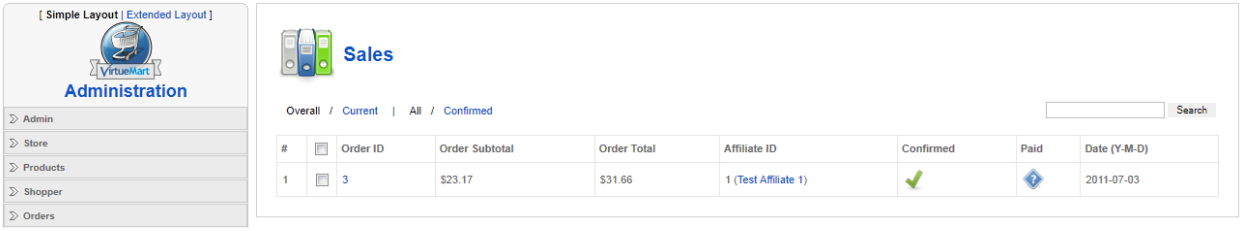
These pages can be accessed in the ***Joomla!™ backend*** -> ***Components*** -> ***VirtueMart*** -> ***Affiliates*** -> ***Traffic*** / ***Sales*** / ***Payments***.

The information can be filtered by specific criteria, helping you learn in-depth details of your interest.

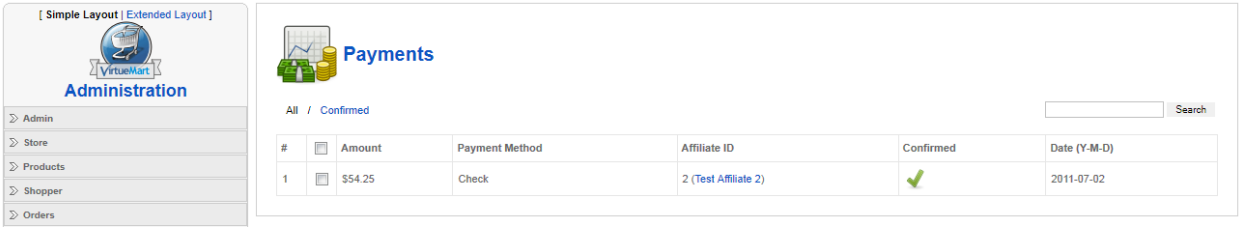
You can see the overall traffic, as opposed to current traffic (traffic that has been referred since your last payments to affiliates), you can see all the visits or just unique visits, or you can see the traffic referred by a specific affiliate.



You can, as well, see the overall sales or just current ones, you can see all of them or just confirmed sales, and you can, of course, see the sales referred by a specific affiliate.



And you can list all or just the confirmed payments that you have issued to your affiliate(s).



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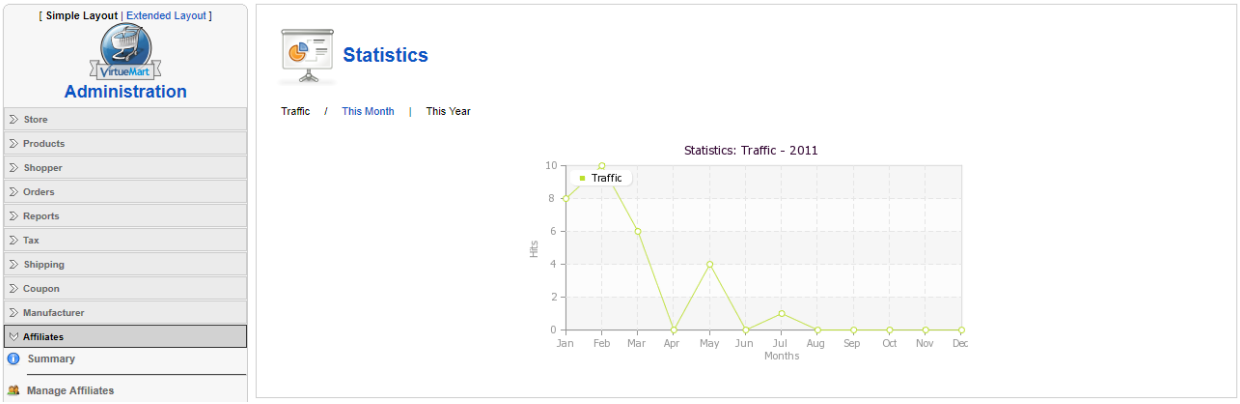
VM Affiliate also provides visual graphs, based on the referred traffic and sales statistics, that allow you to easily check the performance of your affiliate program, at a glance.

The ***Statistics*** page can be accessed by navigating to the ***Joomla!™ backend*** -> ***Components*** -> ***VirtueMart*** -> ***Affiliates*** -> ***Statistics***.

This page displays a graphical representation of your affiliate program's performance in recent times. You can see representations of the traffic or sales your affiliates have referred in the current month or year.



Please note that brief additional statistical information is also displayed on the Affiliate Program Administration ***Summary*** page, for your convenience.

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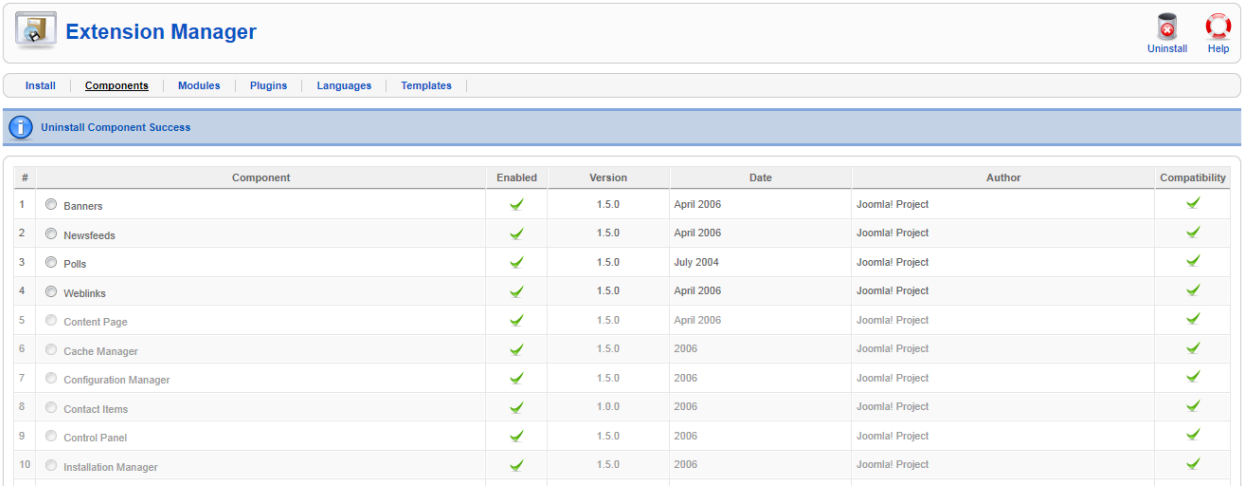
Uninstallation

The uninstallation process of VM Affiliate is even simpler than its installation.

Should you no longer require running an affiliate program along with your VirtueMart shop, these simple steps will guide you through the uninstallation process of VM Affiliate:

1. Open up your ***Joomla! ™ backend***;
2. Choose ***Install/Uninstall*** from the ***Extensions*** menu;
3. Click on ***Components***;
4. Check the ***Affiliate*** component's checkbox;
5. Click on the ***Uninstall*** toolbar button.


Extension Manager
Uninstall
Help
Install
Components
Modules
Plugins
Languages
Templates
Uninstall Component Success
Component Enabled Version Date Author Compatibility
1 Banners 1.5.0 April 2006 Joomla! Project
2 Newsfeeds 1.5.0 April 2006 Joomla! Project
3 Polls 1.5.0 July 2004 Joomla! Project
4 Weblinks 1.5.0 April 2006 Joomla! Project
5 Content Page 1.5.0 April 2006 Joomla! Project
6 Cache Manager 1.5.0 2006 Joomla! Project
7 Configuration Manager 1.5.0 2006 Joomla! Project
8 Contact Items 1.0.0 2006 Joomla! Project
9 Control Panel 1.5.0 2006 Joomla! Project
10 Installation Manager 1.5.0 2006 Joomla! Project

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Additional Help

If you can't find your answer in this manual, there are plenty ways to get additional help for VM Affiliate.

The first thing you can immediately try is search our **support forum** for your question. It is very likely it has already been asked and answered.

If that fails, please contact us as soon as possible, and request our support, so we can help you and make sure everything is working great and you have all the answers and help you need.

We offer various support methods: e-mail, phone, support forum, and support ticket system.

So please do not hesitate to contact us, should you require additional help.

We would love to help you!

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